

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
 PROMOTIONAL COORDINATOR
 8899 MAIN STREET
 WILLIAMSVILLE, NY 14221
 (716) 634-4179
 FAX (716) 634-3145

JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')

TO:	RJR ACCOUNT #: #154180
	MR. J. DERIGO DERIGO SALES
FAX #:	(716) 834-9516

CC:	K. JURGENSEN
CC:	

Customer List includes displays for F. Colucci.

PARTNERS PROMOTION REPORTING: DOR_SEPT_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	4	1 (ONE CTN)	120 108)
25469	6M		DORAL MEN LT 100	4	1 (ONE CTN)	
25468	6M		DORAL 100	4	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	4	1 (ONE CTN)	

PRODUCT PO # 081 *SWR*DISPLAYS / PREMIUMS PO # 0231 *0957*

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$5,378.59	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
113	NO. OF DISPLAYS ON CUSTOMER LIST
\$224.00	PACKING PAYMENT (\$14.00 X 16 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1,3500	SKU CUBE
2,2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
7	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
 (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).
 SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.
 CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

5118456924

WORKPLAN VAP TEMPLATE LISTING

2855NS

SALES LEVEL : 16XX91

4

NAME ADDRESS CITY STATE ZIP CHAMBERS COUNTY SOUVENIR #

TEMPERATES SEQ : 0919

TIME: 02:24 PM WHOLESALEER 154180 DERIGO SALES, INC. (DIRECT)

SN55B2

WORKPLAN VAP TEMPLATE LISTING

 PAGE: 2
 DATE: 99-07-10
 TIME: 02:24 PM

WHOLESALER : 154180 DERIGO SALES, INC. <DIRECT>
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT
 TEMPLATE SEQ : 0919
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162602	162622	812664	CHAPMAN'S MKT	9202 RIDGE RD	MIDDLEPORT	NY	14105	1	NYS	CHA0104	(716)735-7511		
162602	162622	398017	MISTER BILLS	8 VERNON ST	MIDDLEPORT	NY	14105	1	NYS		(716)735-7066		
162602	162625	373036	UNION MARKET	177 RILEY ST	BUFFALO	NY	14209	1	NYS		(716)884-0502		
162603	162625	067574	HILBERT MOBIL 08D9X	2793 SENECA ST	WEST SENECA	NY	14224	3			(716)824-6137		
162603	162625	579726	STOP N GAS #9	2111 CLINTON ST.	WEST SENECA	NY	14224	2		1260-0000	(716)824-0438		
162603	162623	663808	WOODLAWN DELI	3306 LAKE SHORE R	BLASDELL	NY	14219	1			(716)824-1310		
162603	162625	683061	STOP N GAS #14	3287 S PARK AVE	LACKAWANNA	NY	14218	2		1260-0000	(716)826-8121		
162603	162623	620303	STOP N GAS #6	4878 LAKE SHORE R	HAMBURG	NY	14075	2		1260-0000	(716)827-7319		
162603	162625	397193	SERAFINI'S DELI	1892 SENECA ST	BUFFALO	NY	14210	2			(716)824-7203		
162603	162623	788813	STOP N GAS #15	5498 CAMP RD	HAMBURG	NY	14075	2		1260-0000	(716)649-1007		
162603	162625	470390	DAILY NEWS & NUMBER	999 BROADWAY ST	BUFFALO	NY	14212	2			(716)894-4900		
162603	162625	481046	BROADWAY MINI MART	350 BROADWAY ST	BUFFALO	NY	14204	1			(716)855-3828		
162603	162625	462442	B & S MINI MART	1199 SENECA ST	BUFFALO	NY	14210	5			(716)826-6199		
162603	162625	397015	CLINTON MINI MARKET	1880 CLINTON ST	BUFFALO	NY	14206	5			(716)828-1160		
162603	162625	522920	SOUTH PARK MKT	505 S PARK AVE	BUFFALO	NY	14204	2			(716)853-2158		
162603	162625	397169	BROTHERS DELI	1338 ELECTRIC AVE	LACKAWANNA	NY	14218	3			(716)822-1651		
162603	162625	128582	BUZZ N BEE (PRIN-SEN)	2097 SENECA ST	BUFFALO	NY	14210	1	NYS		(716)825-5372		
162603	162625	764734	STOP N GAS #1	166 FILLMORE AVE	BUFFALO	NY	14210	2	NYS	1260-0000	ST00166	(716)856-5687	
162603	162623	765363	STOP N GAS #13	4100 SAINT FRANCIS	HAMBURG	NY	14075	2	NYS	1260-0000	GAS4101	(716)627-2170	
162603	162623	488478	STADIUM MOBIL #8	3856 SOUTHWESTERN	ORCHARD PARK	NY	14127	2	NYS	1260-0000	STA3856	(716)649-5930	
162603	162625	764711	STOP N GAS #10	363 HOPKINS ST	BUFFALO	NY	14220	2	NYS	1260-0000	GAS0363	(716)825-6484	
162603	162623	764723	STOP N GAS #12	6685 SOUTHWESTERN	HAMBURG	NY	14075	2	NYS	1260-0000	GAS4101	(716)627-3401	
162603	162625	128642	STOP N GAS #4	4100 SENECA ST	WEST SENECA	NY	14224	2	NYS	1260-0000	GAS4100	(716)675-2788	
162603	162625	357756	STOP N GAS #2	1525 WILLIAM ST	BUFFALO	NY	14206	2	NYS	1260-0000	GAS0001	(716)897-2781	
162606	162623	656979	BOBS NEWS	14 MAIN STREET	SPRINGVILLE	NY	14141	2			(716)592-2630		
162606	162623	398620	MATTS NEWS	93 E 3RD ST	DUNKIRK	NY	14048	5			(716)366-4909		
162606	162623	357767	YORKSHIRE SERV #5	12252 OLD OLEAN R	YORKSHIRE	NY	14173	2	NYS	1260-0000	YOR1225	(716)492-5722	
162606	162623	514559	MACHIAS MINI MART #	9718 OLEAN ROAD	MACHIAS	NY	14101	2	NYS	1260-0000	SAD9718	(716)353-9957	

PAGE BREAK TOTAL ACCOUNTS 70 TOTAL QUANTITY 115

TEMPLATE TOTAL ACCOUNTS 70 TOTAL QUANTITY 115

***** END OF REPORT FOR PROMOTION 801271 *****

+/- f. Colucci

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